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CEDAR POINT

SANDUSKY, OHIO

OPENING SATURDAY, MAY 28, 1966

SUPPLEMENT TO THE PLAIN DEALER, SUNDAY MAY 22, 1966

BAY
CONSTRUCTION INC.

Bay Construction, Inc.

IS PROUD TO HAVE BEEN
GENERAL CONTRACTORS FOR
THE

UPSIDE DOWN FUNHOUSE

CEDAR POINT

THE NEW

SILVER DOLLAR CAFE

Including all interior decor, for United Food Management Service was also built under contract to Bay Construction, Inc.

Other Projects at Cedar Point
This Year by Bay Construction,
Include work on

- SAFARI ISLAND
- BREAKERS COFFEE SHOP
- FRENCH FRY COMPLEX

BAY CONSTRUCTION INC.
General Contractors

1630 Sycamore Line,
Sandusky, O.

OTHER MAJOR PROJECTS UNDER CONSTRUCTION THROUGHOUT OHIO

JUST FO

"How to Spend $11 Million" might well be the title of this magazine supplement today.

That is the amount that has been invested in Cedar Point since 1959, according to the owners and promoters of this unusual peninsula resort in Sandusky City on Lake Erie's southern shore.

It is no secret to anyone that this vacation spot has undergone a spectacular revival and reconditioning in the last seven years. More than 30,000 people are expected to attend the opening ceremonies this coming Saturday.

THESE OPENING ceremonies will mark the beginning of the park's 97th season. And the preparations for them are elaborate, to say the least.

Before the season closes this Labor Day it is expected that 2,250,000 visitors will have come and gone, taking with them wonderful memories that will last as lifetime souvenirs of summertime and fun.

In fact, "Just for Fun" is the theme of the place. And it seems secondary that millions of dollars have gone into its making — so completely overwhelming is the theatrical atmosphere.

CONSIDER, if you will, just some of the details of this Saturday's opening:

- The theme deals with World War I.
- In the parade on the grounds, down the Funway to the assembly area, amid all the colorful trappings will be World War I veterans from the Ohio Soldiers and Sailors Home who will ride in wheel chairs pushed by Erie County Red Cross volunteers.
- Another World War I touch will be the presence of Miss Shirley York, a relative of the late Sgt. Alvin York, famed for his heroism in that conflict of long ago. Miss York is head dietitian at Sandusky's Good Samaritan Hospital.
- Commemorating the 50th anniversary of the Erie County Chapter of the American Red Cross, there will be 20 volunteers wearing the various organizational uniforms used since World War I.

Also in this connection, Cedar Point's spacious flower gardens this year have been arranged to form a Red Cross emblem in red, white and blue petunias. And the Red Cross emblem is also part of the fireworks display scheduled for 9 p.m. Saturday.

- The procession will include 75 high school bands from Ohio, Indiana and Michigan — some 5,500 bandsmen — a bagpipe band from Detroit, 170 other marching units and floats, and a 15-horse unit of the Sunset Saddlers, a Sandusky 4-H group.

THE HOST or hostess who would worry about arrangements for a dozen guests for dinner and an evening's entertainment for them can well appreciate the planning required here.

Not only do the 5,500 musicians have to be arranged in the assembly area to play together without rehearsal, they must have already been supplied with music for the pieces to go with the World War I theme.

The National Anthem is standard. But where would even the most enterprising of planners find 5,500 copies of the music for "Over There"?

(W. H. Evans, public information officer for Cedar Point contacted music publisher Leo Feist some months ago and had copies of this music printed and distributed to the various bands at the 75 high schools).

Additional music was obtained for the Sandusky High School's a capella choir so that they might sing "There's a Rose That Grows in No Man's Land" as part of the program.

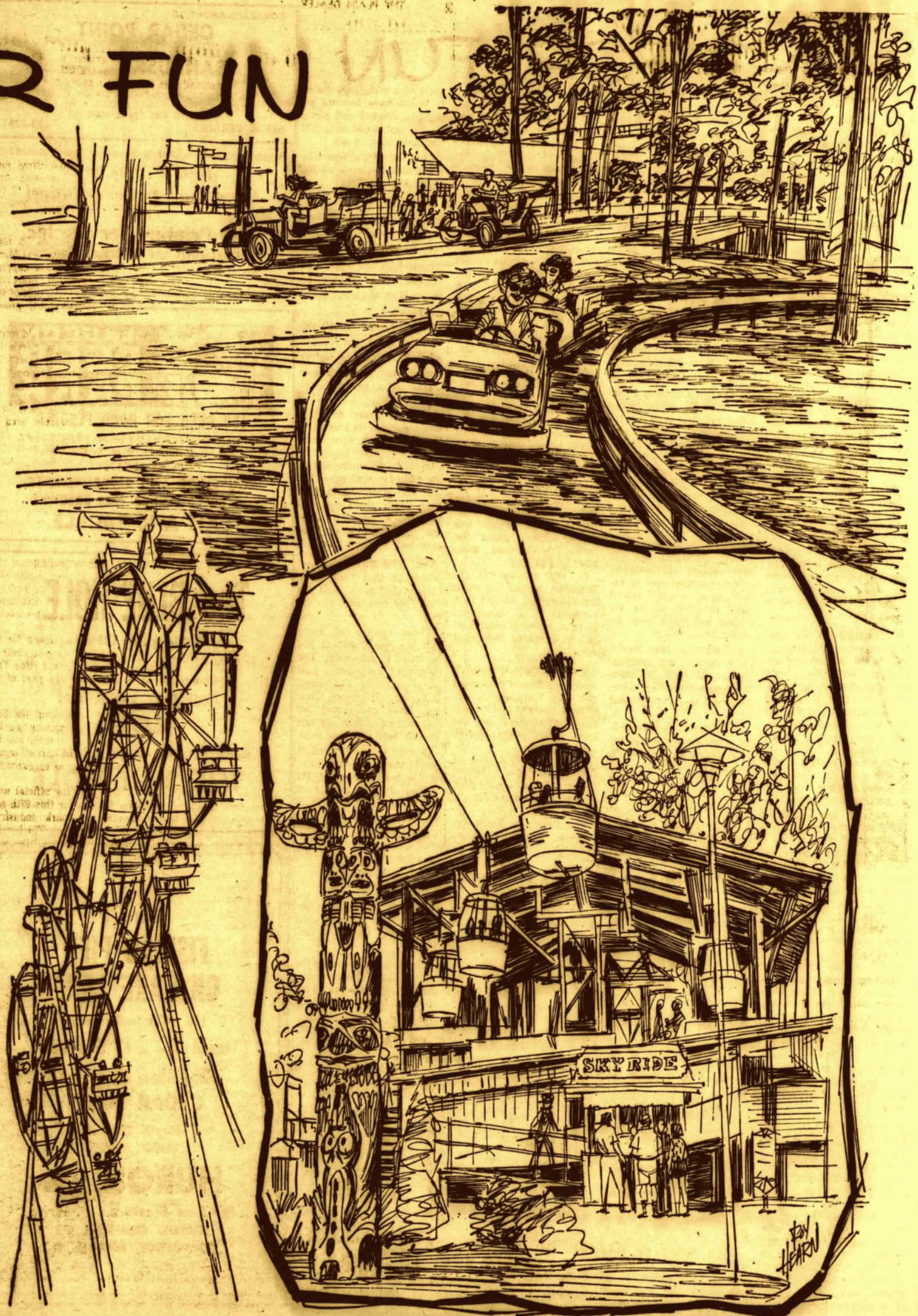
LITTLE THINGS — Among the hundreds upon hundreds of finishing touches that contribute to the showmanship and fun of things at Cedar Point, the carrier pigeon might be mentioned, if only as an example:

The pigeon will carry the official word of Cedar Point's opening for this 97th season to the amusement park industry's headquarter offices in Chicago. The homing pigeon will be released as part of the ceremonies Saturday in time to reach Chicago on the same day.

Continued—

Families have fun.

R FUN



JUST FOR FUN

—Continued

The parade is scheduled to begin at noon; the program at the assembly area in the park at 1 p.m.

As this deadline for opening approaches, hundreds of workmen are rushing to complete $1.5 million worth of projects.

NEW ON THE Funway this season will be a pirate ride, an "in-the-dark" ride with special lighting and sound effects, an upside down funhouse, a go-kart track, two more new rides in Kiddieland, and two rides imported from Germany called the Trabant and the Zugspitze. These latter two are billed as suspense attractions.

Another western riverboat will be added to the river cruise schedule. And when the Cedar Point & Lake Erie Railroad rumbles over a bridge this season, it will awaken a huge "Loch Ness" monster to charge at the train and its passengers.

These of course are in addition to the Indians that attack, the ghost town settings, the house that burns, and all the other features that have been developed within the last few years at Cedar Point.

INCLUDED IN the current improvements are:

- $250,000 in continued expansion, remodeling and modernization of the 1,000-room Breakers Hotel (350 air conditioners and TV sets are being added, and the coffee shop doubled, among other things).
- $100,000 remodeling in the park's unique and spacious Ballroom building.
- $400,000 in expanding the parking lot from 6,000 to 10,000-car capacity.
- Providing two dozen trams, purchased from the New York World's Fair, to transport visitors from the parking lot to the Funway.
- Expansion of the 1,000-boat marina.
- Providing a new shelter house and 300 more tables for picnickers.
- Razing the old Silver Dollar restaurant and rebuilding it near its old location at a cost of about $100,000 (It will have a Gay Nineties motif).
- And removing from the Funway the monorail ride. (Changing the face of things to keep interest high is a must for successful amusement.)
- **A SURVEY** by the park's board showed the most popular attractions last year were Kiddieland and the Mill Race ride. Each attracted more than a million visitors.

Also high on the list of the park's nearly 150 attractions were the Blue Streak roller coaster, the Cedar Point & Lake Erie Railroad, the space spiral, the western riverboat cruises, and the San Francisco Earthquake.

These were followed closely by Jungle Larry's 250 live creatures at the trainer's Safari Island, the Turnpike Drive, and the Scamper attraction.

During last year's season more than two million visitors came to Cedar Point. They arrived in more than 500,000 cars and in numerous private, charter and regularly scheduled boat landings.

A SURVEY has shown that one out of every seven automobiles that passed through the resort's gate last year was from outside Ohio. Three seasons ago the ratio was one out of 10 cars.

The entire resort land on the peninsula includes about 425 acres of which some 250 acres are occupied by the various facilities, including the Breakers Hotel. The funland boasts having at least a mile of the best bathing beach to be found on Lake Erie. And on the Sandusky Bay side of the peninsula, there is the marina.

THE REVIVAL of this near-century-old naturally unique vacation spot in recent years is much talked about in terms of the $11 million that have been invested.

But what has been invested in energy and imagination would seem to more than equal the dollar value, if it could be measured that way.

Enthusiasm prompts calling it the Disneyland of the East. But comparison of the two amusement parks is at best difficult, as Cedar Point spokesmen are quick to admit.

THEY POINT out that Disneyland is a year-round operation, where Cedar Point is not. Also, Cedar Point has its beach and marina, where Disneyland has neither.

It is significant, however, that both parks are privately owned and were privately developed.

A decade ago Cedar Point was in danger of passing from the American scene.

The amusement park and resort that began as an out-of-the-way place for beach parties and picnics in the 1870's and enjoyed the peak of its popularity and grand theatrical aura from the early 1900's until the depression years of the 1930's was, in the 1950's, on its last legs.

AS THE STORY goes, the place not only suffered during the depression, but was further neglected when gas rationing during World War II curtailed the crowds that might have come.

There seemed to be no one in sight with the promotional genius or flair for showmanship that once made Cedar Point's reputation. G. A. Boeckling, the owner and driving force behind the park's development from 1897, died in 1931.

In 1956 trustees of the Boeckling estate optioned the controlling interest to a syndicate that announced plans to convert Cedar Point into an exclusive residential area.

THE ANNOUNCEMENT loosed a storm of protest all over Ohio. The governor, legislators, other public officials, newspapers and the letter-writing public objected long and loud.

As a result the state of Ohio began moves to acquire the peninusla as a state park — through condemnation, if all else failed.

The people of Sandusky, however, disliked the prospects of a state park there. It would have become essentially a beach and picnic ground and would have lost the flavor of a resort.

Also, the city of Sandusky would have lost some $40,000 a year in taxes.

IN FEBRUARY, 1957, after much litigation, the syndicate announced that it had completed the transaction for purchase and assured an anxious public that they had no intention of closing down the resort.

They intended, they said, to undertake a vast redevelopment program to restore Cedar Point to its previous status as a showplace in the nation.

On that same day this announcement appeared in the newspapers, word came that a special legislative committee recommended to the Ohio General Assembly that the state should take over Cedar Point only if there were "imminent danger" that it would be "forever lost" to the public.

THE ASSEMBLY reserved action at that time. The clamor died down. And the vast redevelopment was begun.

There can be no doubt that the redevelopment has been and is successful. The controlling corporation paid its stockholders a dividend last year. And more funds are being re-invested for this coming season as has already been indicated here.

If anyone is interested in seeing one of the best ways in the world to spend $11 million dollars, a visit to the Cedar Point of 1966 is a must.

It's just for fun.

Girls Seek Miss Ohio Title in July

Cedar Point and the Sandusky Bay area will become a girl watcher's paradise for six days in July when two dozen girls vie for the crown in the Miss Ohio Pageant.

The contest is the stepping stone to the Miss America Pageant held later in Atlantic City, N.J. Determing the winner at the Lake Erie resort will be similar to the national contest.

The event will be held July 11-16 in the recently renovated ball room on the second floor of the park's Colisseum. The promenade platform was enlarged and the hall can seat approximately 2,500 friends, members of families, well-wishers and beholders of beauty.

EACH NIGHT the girls will parade before the judges and audiences to gain points for the final judging to be held Saturday night. The emphasis will be on talent and personality rather than mere beauty.

The contest was brought to Cedar Point in 1963 with contestants from Ohio cities and regions sponsored by the Jaycees.

A year later, 1964, Miss Ohio took the crown in the Atlantic City judging. She was Jackie Mayer of Sandusky.

The girls are housed in the resort's Hotel Breakers during the contest week. They are well-chaperoned and supervised.

CONGRATULATIONS TO
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OHIO'S GREATEST NATURE WONDER
The BLUE HOLE
CASTALIA, OHIO
Is Now OPEN Daily 9 A. M. to 6 P. M.
Give Yourself and Family a
ONE DAY VACATION
NOW
BRING A PICNIC ALONG AND EAT IT AT
THE BLUE HOLE
Routes: Ohio Turnpike to Interchange #6, on U. S. 250 and Ohio 13 to Ohio 101, West to Castalia, or Rts. 2 and 6 to Ohio 101.

WHILE IN THE VACATION AREA BE SURE TO . . .

Visit Delightful and Picturesque
KELLEYS ISLAND
Frequent Auto and Passenger Service from Sandusky or Marblehead.
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FISHING PIER ON LAKE ERIE!
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7 Miles East of CEDAR POINT
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[[FOR CORRECTIONS TO THIS "HISTORY" BY EVANS, SEE THE FREE "CEDAR POINT" PUBLICATIONS BY "C.P.P.-I.C" AT ARCHIVE.ORG]]

History of Cedar Point

By W. H. (Bill) Evans

Cedar Point, Sandusky, Ohio, today covers 425 acres of which about 225 acres are occupied by various facilities including Hotel Breakers. The resort is a part of the huge land grant made to the Colony of Connecticut in 1662 by King Charles II of England.

Cedar Point, one of the oldest resorts in the United States, traces its origin as a vacation spot back to 1882, but its recorded history began some 60 years earlier—and it is part of a region known to explorers, priests, hunters and trappers for a century and a half before its actual settlement.

LaSalle, for example, passed through the area in 1679 en route to Lake Superior on a fur trading mission, in 1760 Major Robert Rogers and his Rangers, in search of the Northwest Passage, camped overnight at what is now the foot of Columbus Avenue in Sandusky, on the site from which todays' pleasure seekers embark on ferries bound for Cedar Point. It was important Indian Country, held by the fierce Eries until exterminated by the Iroquois.

IN HIS BOOK, "Sandusky, Then and Now," by Von Schulenburg-Lange, James Smith, a white captive of Wyandot Indians, tells in his memoirs about a hunt for deer on Cedar Point in 1757. Let us have him tell it:

"The [illegible] into Lake Erie at Cedar Point is a good [illegible] hunting party (53 in number) distributed itself on the peninsula and [illegible] on the bay side. At a signal we marched [illegible] the water and although we could not see [illegible] made such a commotion by shouting and calling that we kept fairly well [illegible]. In a short time we came in sight of one another. [illegible] the advance guard reached the end of the tongue of land (Cedar Point), [illegible] children had posted themselves on the bay [illegible] to prevent the deer from reaching the lake. [illegible] began and the [illegible] of the water wielded tomahawks.

WE KILLED [illegible] but 30 deer in all, although a much larger number escaped by reaching open water. By the time the region was settled it was the home of [illegible] Indians."

The history of the Sandusky region is a colorful tapestry, woven of the threads of Indian, French and American pioneer adventure. The war of 1812 interlaced a few British strands into the picture, for it was at Put-In-Bay on South Bass Island—within view of the mouth of Sandusky Harbor—that Commodore Perry headquartered his fleet for attack on Britain's Commodore Barclay in the decisive Battle of Lake Erie. This American naval victory turned the tide of war and was the first in a chain of events leading to a satisfactory peace settlement.

ACTUALLY it was another front of the [illegible] that caused the [illegible] of Sandusky. Certain residents of Connecticut whose homes were burned by British invaders received [illegible] grants —which came to be called the "firelands"—in the Sandusky [illegible] acted a settlement in 1816. Eight years later the little community was incorporated. Cedar Point today is within the Sandusky corporate limits.

Long a famous landmark, the Cedar Point peninsula remained a fishing and hunting ground for the white man, as it had been for the Indians, for many years. In the words of one 19th century local historian, Aldrich, in his History of Erie County, Ohio, "Cedar Point then (1820s) was a bit of wild land seven miles long sheltering, in its long arms, Sandusky Bay. It was covered with timber, and a sandy beach edged the shore. There was at that time no large amount of navigation on the lake, and no light-house reared its head on the Point." A more vivid description of the peninsula of that era appeared in a quaint advertisement in the Sandusky Clarion, January 30, 1830:

FOR SALE: All that valuable [illegible] of land commonly called and known by the name of Cedar Point—this point of land [illegible] acres, (one of the peninsulas that form Sandusky Bay), embraces many advantages to the Speculator or Farmer, being principally covered with cedar, pine, oak, elm, white wood, basswood, and other timber, not necessary to mention; together with two prairies, where can be cut with ease one hundred tons of hay. The pine grove [illegible] and thrifty. And a good part of the cedar is fit for stoves and rivets—the land fit for cultivation after having been cleared is about 80 acres. The fishing ground is probably the best within the boundary of the spacious harbor for Sandusky Bay—call and see — F. Devoe.

Devoe, a leading citizen in the up-coming village of some 300 souls, sold the property in about a month, and any subsequent Cedar Point activity is obscure until 1839 when Colonel A. M. Porter purchased for $292.80 at sheriff's sale 440 acres appraised at $439.22. That would be approximately 66c per acre.

Although Porter did nothing to develop it, simply allowing people to fish there in return for one-eighth of their catch, his name lends color to Cedar Point's history. As proprietor of the Sweandeat Hotel in Sandusky, he was host to Charles Dickens during the latter's first tour of America in 1842. Dickens wrote to his friend, Forster, in England, "We are in a small house here, but a very comfortable one, and the people are exceedingly obliging." Local legend has it that the author was highly pleased

(Continued on Page 9)

CONGRATULATIONS
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The Real, Fresh Old-Fashioned Kind
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NEW!
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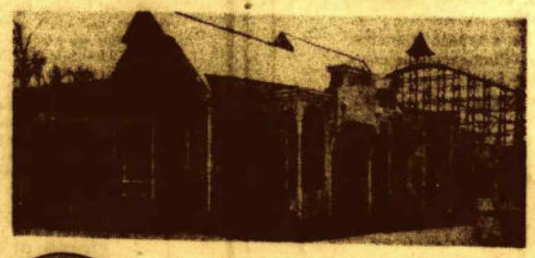

Now completely remodeled and expanded . . . but featuring the same good food at reasonable United Food prices! Relaxed colorful Gay '90s atmosphere . . . Rinky-Tink piano . . . Waiters in colorful outfits. A full day of fun demands good food!

NEW
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COFFEE SHOP

A fresh approach to hotel convenience . . . Try the cheery coffee shop at The Hotel Breakers with unique buffet service.

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CHICKEN PATIO

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Handsome Early American restaurant with delicious broasted chicken as the specialty. Chicken by the pound available for picnics.

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JUST FOR FUN

1966 SEASO

Cedar Point Is All New .

CEDAR

JUST FOR FUN

THE 1966 LOOK — Filled with challenging games for family fun, the new look of Cedar Point is brilliantly colorful, wondrously exciting, and, of course, full of fun for everyone.

More fun for everyone is another reason why—throughout the country — Cedar Point stands at the top of the family vacation list!

KIDDIELAND: Fun rides scaled for tiny tots—a land of laughs and smiles for everyone.

CEDAR POINT CHAPEL: Catholic Masses every Sunday morning at 7 and 11. Protestant services at 9 a.m.

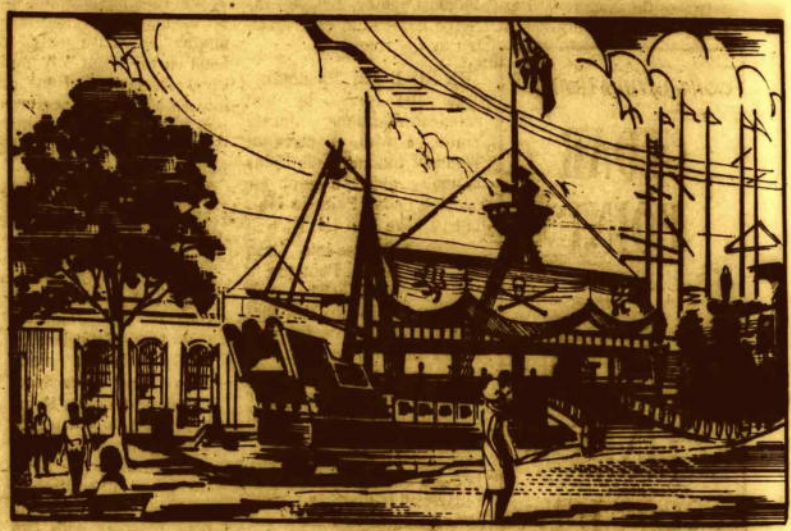
GROUP FACILITIES: Picnic areas and other ideal facilities for group meetings, reunions, and other outings. Group arrangements are available too.

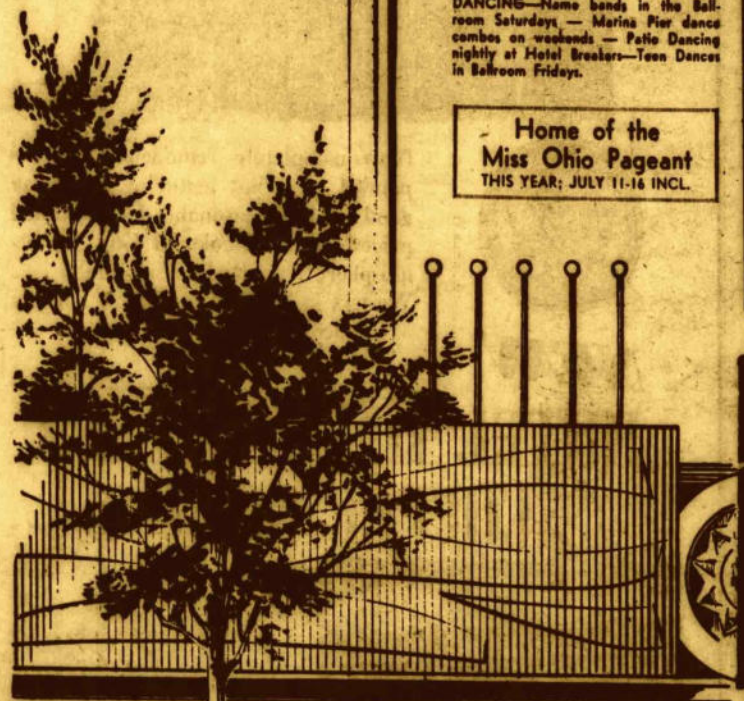
SAFE, CLEAN! MILE LONG BEACH—Modern bath house accommodates 4,500.

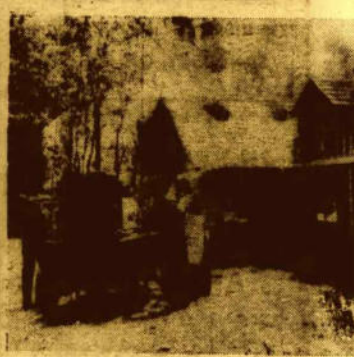
PARKING — New additional 6,000-car parking area. Tram service to Funway.

DANCING—Name bands in the Ballroom Saturdays — Marina Pier dance combos on weekends — Patio Dancing nightly at Hotel Breakers—Teen Dances in Ballroom Fridays.

Home of the Miss Ohio Pageant
THIS YEAR; JULY 11-16 INCL.







OPENING DAY

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WITH WKYC'S POPUL PLUS THE 'MUNX' AND

15 MINUTES NORTH
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OHIO TURNPIKE
Exit 7 at Sandusky
Follow Rte. 250
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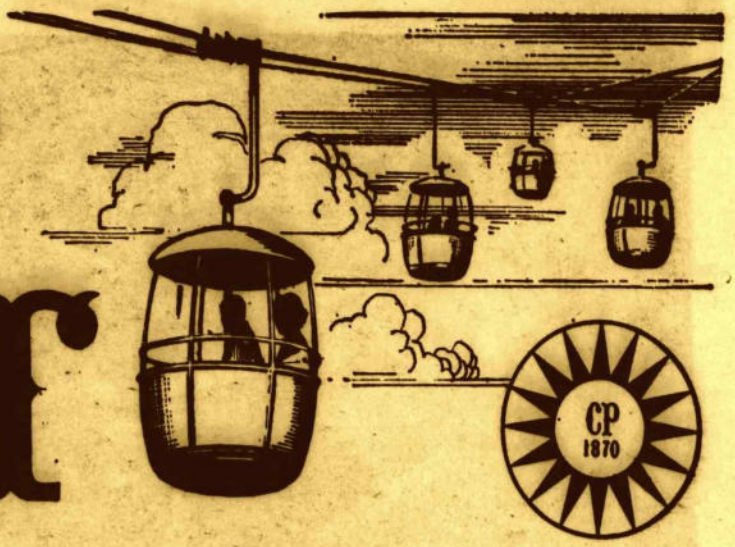
N **SATURDAY, MAY 28 THRU LABOR DAY**

Opening Day: Ride all rides all day for only $3.50

..and becoming NEWER Every Year!

POINT

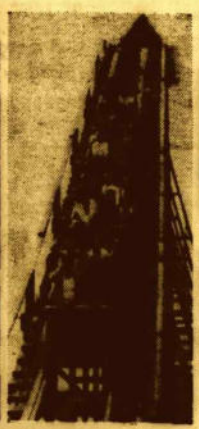


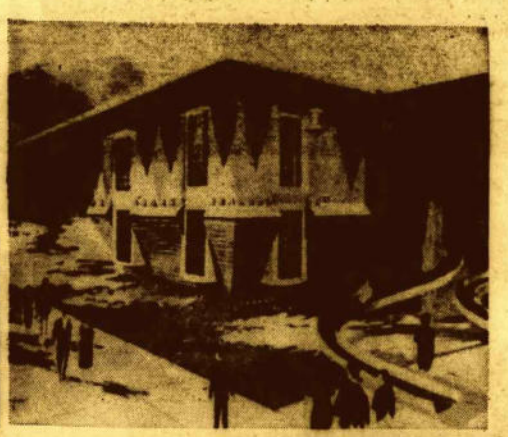
CP 1870

NEW! Pirate Dark ride simulated over-water movement, animation, realistic sights and sounds.

NEW! 2-story upside down funhouse. Most unique funhouse in the whole country! You must see it and try it to believe it.

NEW! Go-Kart Track and the latest Karts.
- Additional animation on Western Cruise
- Zugspitze—Realistic mountain ride
- Night creatures at Jungle Larry's Safari Island





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...Now modernized at a cost of $125,000

NEW! Silver Dollar Restaurant. Wonderful Gay 90's decor, rinky tink piano, colorful waiters.

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1,000-Boat Marina with 300 Guest Berths

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ur fantastic massed high school
.. over 5,500 musicians playing
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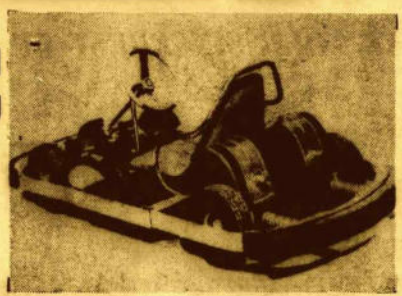
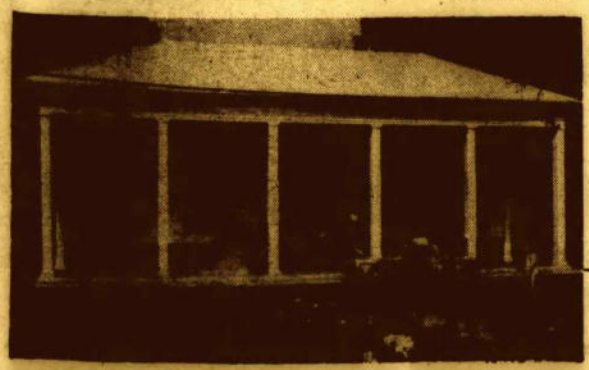
'OUTSIDERS' **8 P.M.**





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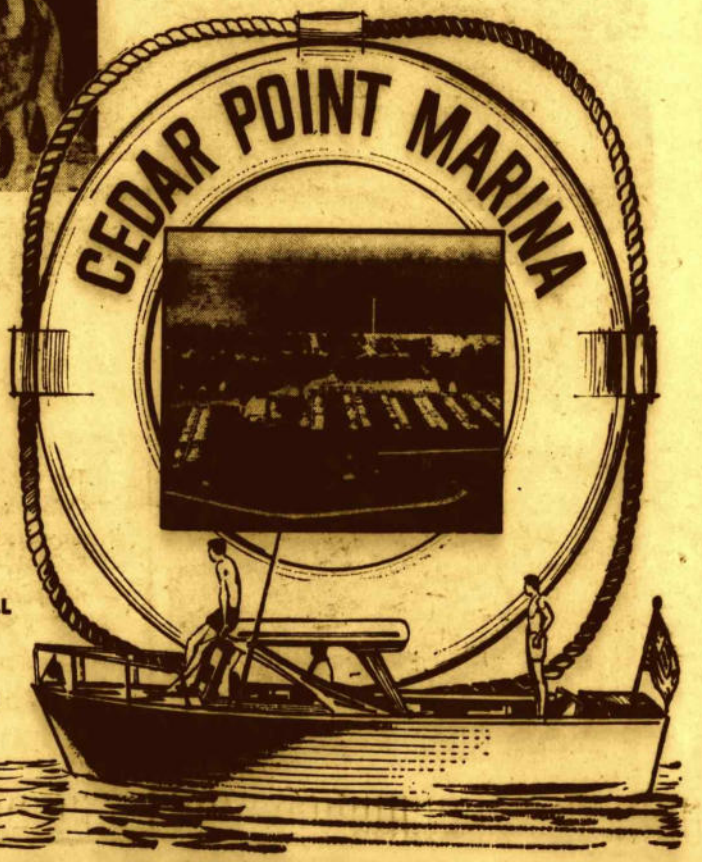

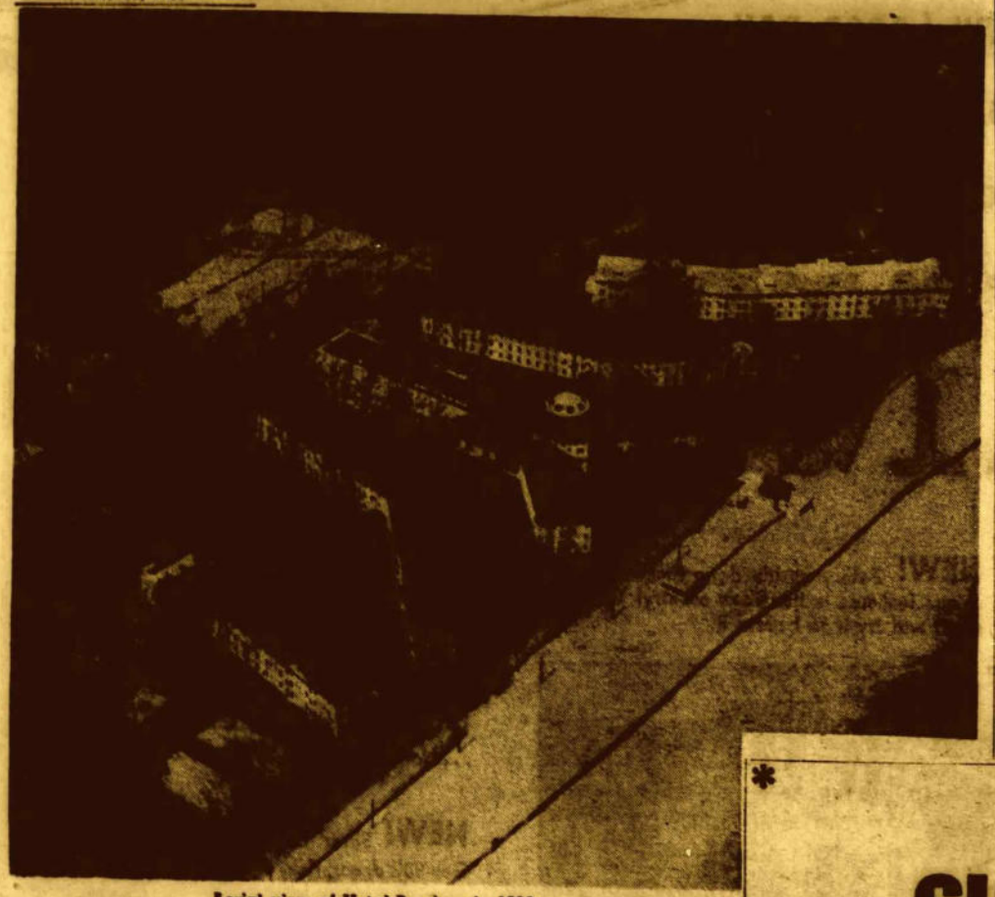

Aerial view of Hotel Breakers in 1963.

The lobby at Hotel Breakers.

The Gift Shop.

PHILIP Carey Congratulates Cedar Point
Look Around ..... Look Up
Those beautiful roofs locally applied by
RAYMOND S. RIEDY & SON
SANDUSKY
Manufactured in Ohio by
THE PHILIP CAREY MFG. CO.—CINCINNATI

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(FIVE MINUTES FROM CEDAR POINT)
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25 Years of Quality Food
ON THE FUNWAY AT Cedar Point
JOIN MARGE AND IRVING ROSS' SILVER ANNIVERSARY
OF SERVING QUALITY FOOD
Pure Beef • Sausages • Foot Long Hot Dogs
On The Funway Near The Parking Lot

ENJOY
SUNBEAM
BREAD
& BUNS
SERVED AT
CEDAR POINT
Baked by the Sandusky Baking Company

OUR SINCEREST BEST WISHES TO
CEDAR POINT

The Citizens Banking Company of Sandusky, Ohio salutes Cedar Point's expansion and improvement program which again brings to the Sandusky area the finest amusement and recreation park in the United States.

This farsighted and important step is being felt throughout the whole land and — Cedar Point again, stands high on the family vacation list.

THE CITIZENS BANKING COMPANY
SANDUSKY, OHIO
MEMBER FEDERAL RESERVE SYSTEM
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

Cedar Point History

(Continued from Page 5)

with the food at what he called the "Porter House" and that this was the origin of the porterhouse steak.

And four years later a resort started on Cedar Point.

The wisdom of the Supreme Court and fishing rights not withstanding, Sanduskians were rowing and sailing across the bay in growing numbers to picnic at Cedar Point and enjoy the beach. No doubt sensing the potential value of this kind of activity, one B. F. Dwelle leased the point from its owners in 1882 and set about making improvements to attract pleasure seekers.

FIRST HE built a dock, and promptly a steamboat went into operation between Sandusky and the point. Then, says historian Aldrich, "After partially clearing a part of the land, a walk was built across from the bay to the lake; a house was erected on the side near the bay and later bathing houses were put up on the lake shore, and Sanduskians began to enjoy their resort by forming parties and excursions to Cedar Point." According to present owners, Dwelle's facilities included a covered dance platform, picnic table and benches, refreshment stands and simple amusements such as swings, see-saws and sliding boards. Historian Peele says that by 1884 there were 16 bathing houses on the lake shore and that on the bayside was a dining hall with dance room above.

Dwelle had a five-year lease, expended $5,000 on improvements, paid no rental the first season, a moderate amount the second, and each succeeding year paid an increase equivalent to the second year's rent.

"All this time," says Aldrich, "the resort grew in favor. The steamboat, Hayes, made frequent trips, and the bay was a flutter with white - winged sailing vessels through the summer months. So popular did Cedar Point become that boats could scarcely be supplied to meet the demand, and newer and better sailing craft were added to the stock on hand."

Dwelle's original lease presumably expired in 1887, and what was then negotiated, or why, is not clear. Aldrich, in 1889, says only, "Under a new agreement the Point is now leased to a company of five gentlemen, including its former proprietor, Mr. Dwelle." He goes on to say:

"These men are alive to the possibilities of the place and enter heartily into its development until the Cedar Point of the future will rival any of the resorts of our seaboards in attractive features."

"A BUILDING is to be erected on the farther shore to combine all the features of amusement and entertainment to be found at the fashionable watering places. The old walk across the Point will then be taken up and relaid by a plank walk 12 feet wide; grounds will be cleared and beautified and the delightful stroll to the lighthouse made more agreeable. This company expects to make an outlay of $20,000 the coming season. The new building will be one hundred and 50 feet long by 80 wide."

"Those who have travelled and visited the summer watering places come to Sandusky and find here the perfection of a resort . . . First among (its attractions) we have placed Cedar Point because the aged or infirm, or those with moderate purses can all enjoy the bathing, sailing, fishing and sociability of this nearby delight."

In 1897 the Cedar Point Pleasure Resort Co. was incorporated in Indiana, with five original holders and a

Continued on Page 11—

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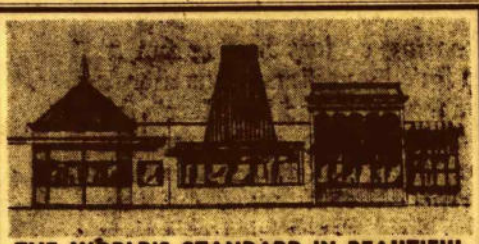

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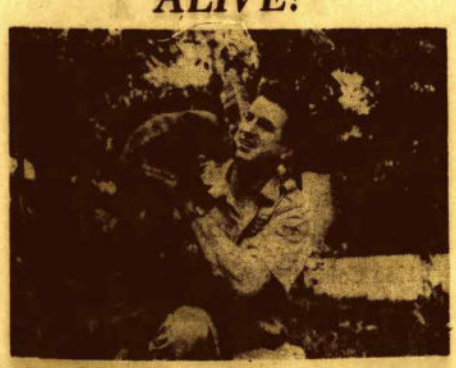

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Cedar Point's ballroom, one of the largest in the country — it accommodates more than 2,500 people—has tentatively scheduled the nation's top name bands for Saturday evenings this season:

June 25, Louis Armstrong; July 2, Glenn Miller Orchestra; July 9, Stan Kenton; July 23, Les Elgart; July 30, Duke Ellington; Aug. 6, Si Zentner; Aug. 13, Al Hirt; Aug. 20, Ralph Marterie; Aug. 27, Count Basie; and Sept. 3, Woody Herman.

The ballroom will also be used on Friday nights for teen dances with well-known disc jockeys as masters of ceremonies.

There will be dancing every night at both the Hotel Breakers outdoor patio and at the mariana pier.

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Cedar Point History

—Continued From Page 9

capital stock of $250,000. Dwelle was one of the five; among the others were two — A. J. Stoll and Louis Adolph—who appear to have been owners of the peninsula.

WHILE FOR natural reasons it was perhaps inevitable that Cedar Point should become a resort of some prominence, its rapid development into a flourishing, fashionable, large-scale showplace was due to the creative and promotional genius of G. A. Boeckling.

In 1897 Boeckling was sent from Indianapolis by the Michigan Central Railroad for which he worked, to search Sandusky for a suitable spot for pleasure train excursions. Discovering Cedar Point, he promptly secured an option for himself, reported to his superiors, "I have found just the spot and you can come to it. It's mine,"—and resigned his position with the railroad. The rest of his life he energetically devoted to Cedar Point. Until his death in 1931, Boeckling was the driving force behind the entire operation.

DISPLAYING an extraordinary talent for showmanship, Boeckling did everything in the grand manner. Over the scoffs of financiers, he built a 1,000-room hotel, the Breakers, and kept it filled with guests. When his fellow directors refused to endorse the installation of a midway, Boeckling went ahead on his own and, it is reported, made so much money that the directors begged to be 'let in.'

He built a theater and booked the nation's top musical, dramatic and vaudeville talent. Playing to big crowds every night in the enormous ballroom, another mammoth-scale Boeckling installation, was a succession of the country's most popular dance bands. In the ground-floor arena under the ballroom, waiters glided about on roller skates serving drinks to the customers. It is typical of Boeckling that when he grew impatient with soft drink bottlers he built his own beverage plant.

BOECKLING promoted more and more excursion business through the railroads, and at times as many as 14 trains would pull into the Sandusky dock, delivering passengers from all over Ohio and neighboring states. Boeckling put a 3,000-passenger ferry boat into operation. Landing at the ferry dock on Cedar Point, passengers were taken to the Breakers on a small, narrow-gauge train, which also served to deliver fuel and supplies to the hotel.

On the tip of the peninsula Boeckling built large docks for luxury steamers arriving from ports all over the Great Lakes. As many as three liners at a time would be tied up there. Between the Breakers and the docks lay a network of lagoons, and steamer passengers for a time were taken to the hotel by barges; later, Boeckling built a concrete road to the tip of the peninsula and brought passengers from the docks in "Toonerville Trolleys." These quaint vehicles may still be seen at Cedar Point.

Boeckling also went after convention business in a big way and succeeded in making Cedar point highly popular for such meetings. When he booked Judge Rutherford and his International Bible Society it brought more than 50,000 students from all over the world.

Master promoter Boeckling took advantage of every possible timely event. When he learned in 1910 that Glenn Curtiss was going to try for the longest over-water flight in a pusher-type plane from Cleveland, Boeckling gave Curtiss $2,500 to fly over Lake Erie to Cedar Point. The pioneer aviator did make a record and more than 20,000 people were on hand when he landed on the beach. Even more spectators came to cheer when Curtiss repeated the stunt, this time sponsored by The Cleveland Press, though he didn't succeed in breaking his earlier record.

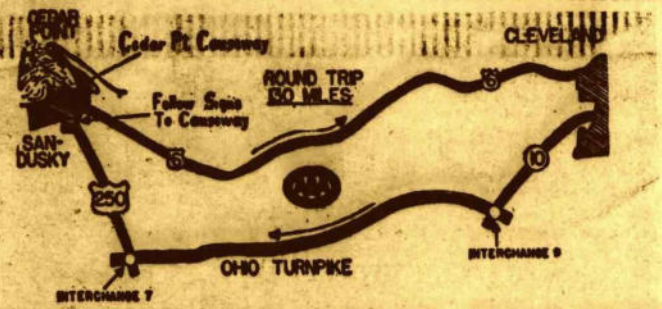
AMONG THE MANY prominent figures belonging to Cedar Point lore is Knute Rockne, who, with other Notre Dame students, worked during summer vacations. He was a life guard, and during off hours he and Gus Dorais practiced endlessly with a football on the Cedar Point beach, perfecting the forward pass play that revolutionized American football and shot Notre Dame into national prominence in 1913. Years later, in 1949, the Notre Dame Club of Cleveland, in a ceremony attended by Rockne's Four Horsemen, erected a bronze memorial plaque on the beach.

So it was with Cedar Point until Boeckling's death in 1931.

IN 1950 Cedar Point was leased for 10 years to Terrence Melrose, Cleveland Hotel chain and real estate operator, and the following year he conveyed his interests to his own general manager, D. M. Schneider. The latter operated the resort until 1959, when new ownership negotiated termination of the lease. Under Schneider, Cedar Point was promoted as a wholesome, family attraction, and reportedly it began to show a good profit again.

In 1956 trustees of the Boeckling estate optioned the controlling interest to a syndicate headed by George A. Roose of Toledo and Emile A. Legros of Cleveland, who announced plans to convert Cedar Point into an exclusive residential area. The announcement loosed a storm of public protest all over Ohio. The governor, legislators, other public officials, the press and the letter-writing public were not about to lose the resort to homesites.

OHIO appeared determined to acquire the Point and operate it as a state park—through condemnation if all else failed, according to one announcement of the governor. But the people of Sandusky disliked the prospect of a state park at Cedar Point almost as much as the proposed residential development. For one thing, as a state operation, Cedar Point would have become essentially a beach and picnic ground, ceasing to be a real resort.



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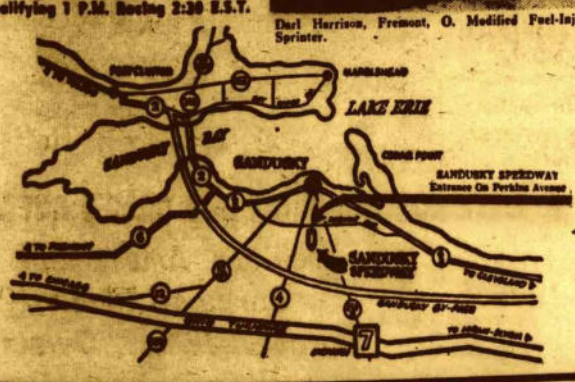

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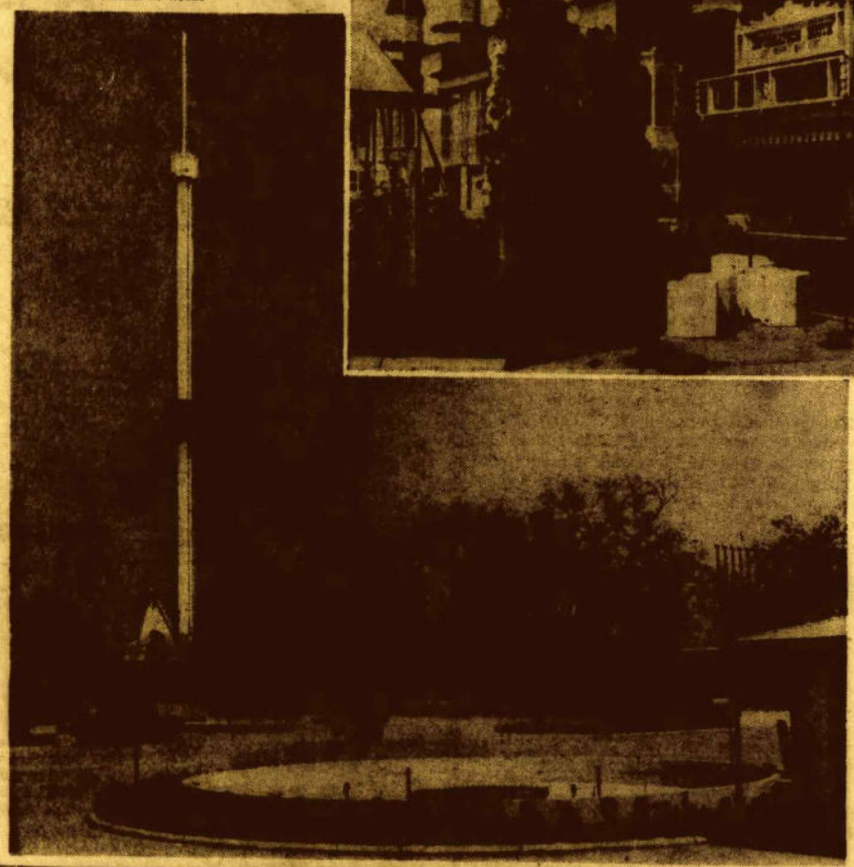

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